

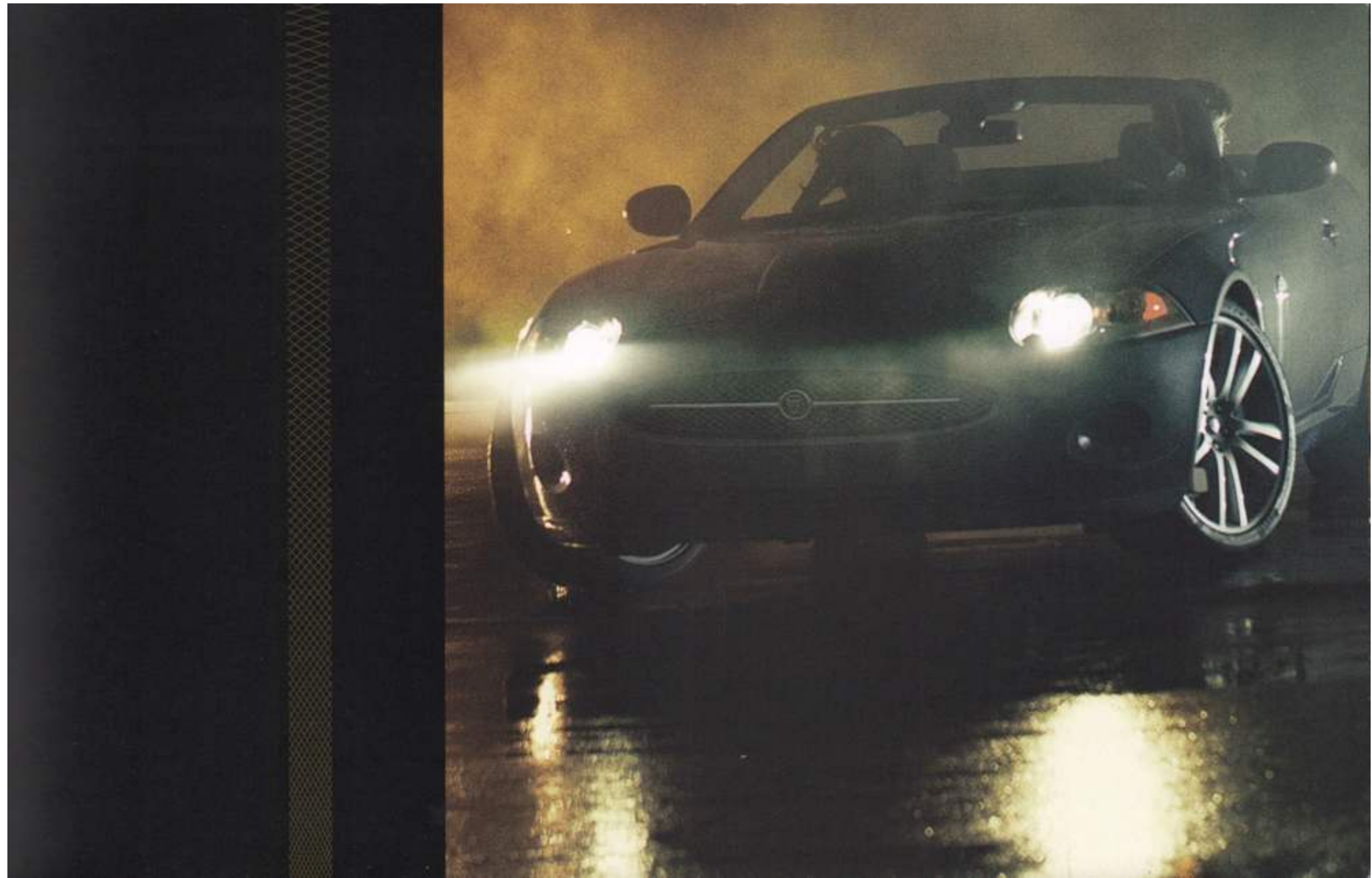
2007

JAGUAR

GORGEOUS SHINES.

Introducing the 2007 JAGUARS, cars that uniquely stand out because they are meticulously crafted to be *beautiful and fast*.

THE X-TYPE, S-TYPE, XJ, AND XK each delivers the highest standard of luxury and performance in distinctly appealing ways. JAGUAR founder Sir William Lyons said, "*The car is the closest thing we will ever create to something that is alive.*" Never has this been more true than with the following shining lights.



X-TYPE
PG 4



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4 **THERE ARE CARS, AND THEN THERE ARE JAGUARS.
THE X-TYPE PARKS BEAUTIFULLY INTO THE LATTER CATEGORY.**

It's not enough for a car to be stylish, or powerful, or luxurious. Or all of these. For a driver to be truly moved, *a car must also be distinct.* Take a close look at the JAGUAR X-TYPE. To the eye it's a little different - contemporary yet classical in style. Inside it's leather and wood, and timeless JAGUAR CRAFTSMANSHIP. And on the road it's nimble, fun, and has all-wheel drive, all driving swiftly toward EXHILARATION. Such is the unique x-type experience.





X-TYPE



The x-type introduces a new concept in luxury, artfully blending stunning appointments such as exotic *African Sapele Pomelle* wood with beautifully formed leather trim.







FOR THOSE LOOKING FOR MAXIMUM FLEXIBILITY,
THE VERSATILE SPORTWAGON IS AN IDEAL CHOICE.

With 50 cubic feet of storage space - fully carpeted, illuminated
by two lights, and complete with hidden stowage area - it performs
utility duties *with panache.*



S-TYPE



SLEEK AND SINUOUS, THE JAGUAR S-TYPE
IS RECOGNIZED AND DESIRED THE WORLD OVER.

This is a car *artfully crafted* from the finest components,
POWERFUL ON THE ROAD, and completely luxurious.
It fits, it delights, and it goes. Choose from the 3.0 v6,
the 4.2 v8, or the EXHILARATING, SUPERCHARGED
S-TYPE R, each with its own special blend of *appearance,*
performance, and comfort.







THE INTERIOR OF THE S-TYPE IS A TRUE SOURCE OF OPULENCE.

Sumptuous leather appointments, distinctively piped. Signature exotic wood treatments on the dashboard, steering wheel, and shift lever. Deep, enveloping carpets. Beautiful sound. Thoughtfully placed controls that fall naturally to hand. Everything crafted to the finest JAGUAR degree. With the S-TYPE, there is always a frank expectation of comfort and response. And the car does not disappoint.



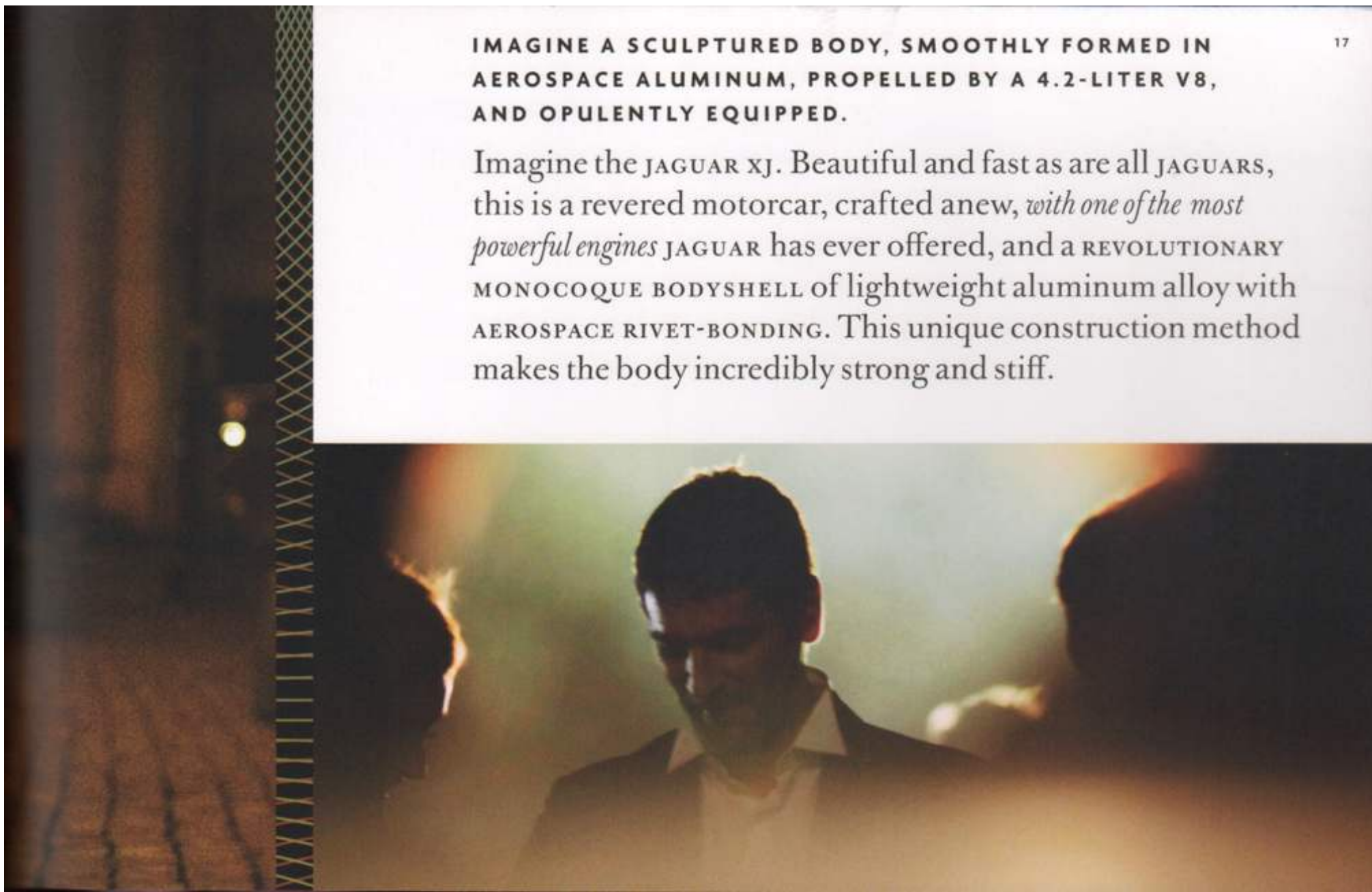


XJ



IMAGINE A SCULPTURED BODY, SMOOTHLY FORMED IN AEROSPACE ALUMINUM, PROPELLED BY A 4.2-LITER V8, AND OPULENTLY EQUIPPED.

Imagine the JAGUAR XJ. Beautiful and fast as are all JAGUARS, this is a revered motorcar, crafted anew, *with one of the most powerful engines* JAGUAR has ever offered, and a REVOLUTIONARY MONOCOQUE BODYSHELL of lightweight aluminum alloy with AEROSPACE RIVET-BONDING. This unique construction method makes the body incredibly strong and stiff.









Interior space of the xj is more than generous, satisfying owners who desire ample legroom in both the front and the rear.

This is truly a transport of body and spirit. From xj8 to SUPER V8, the JAGUAR XJ defines motoring luxury. Even before it moves, this car *soothes*, and yet offers *anticipation for the journey ahead*.



YES. THIS IS THE JAGUAR XK.
EVEN MOTIONLESS IT STILL PROMISES.



XK

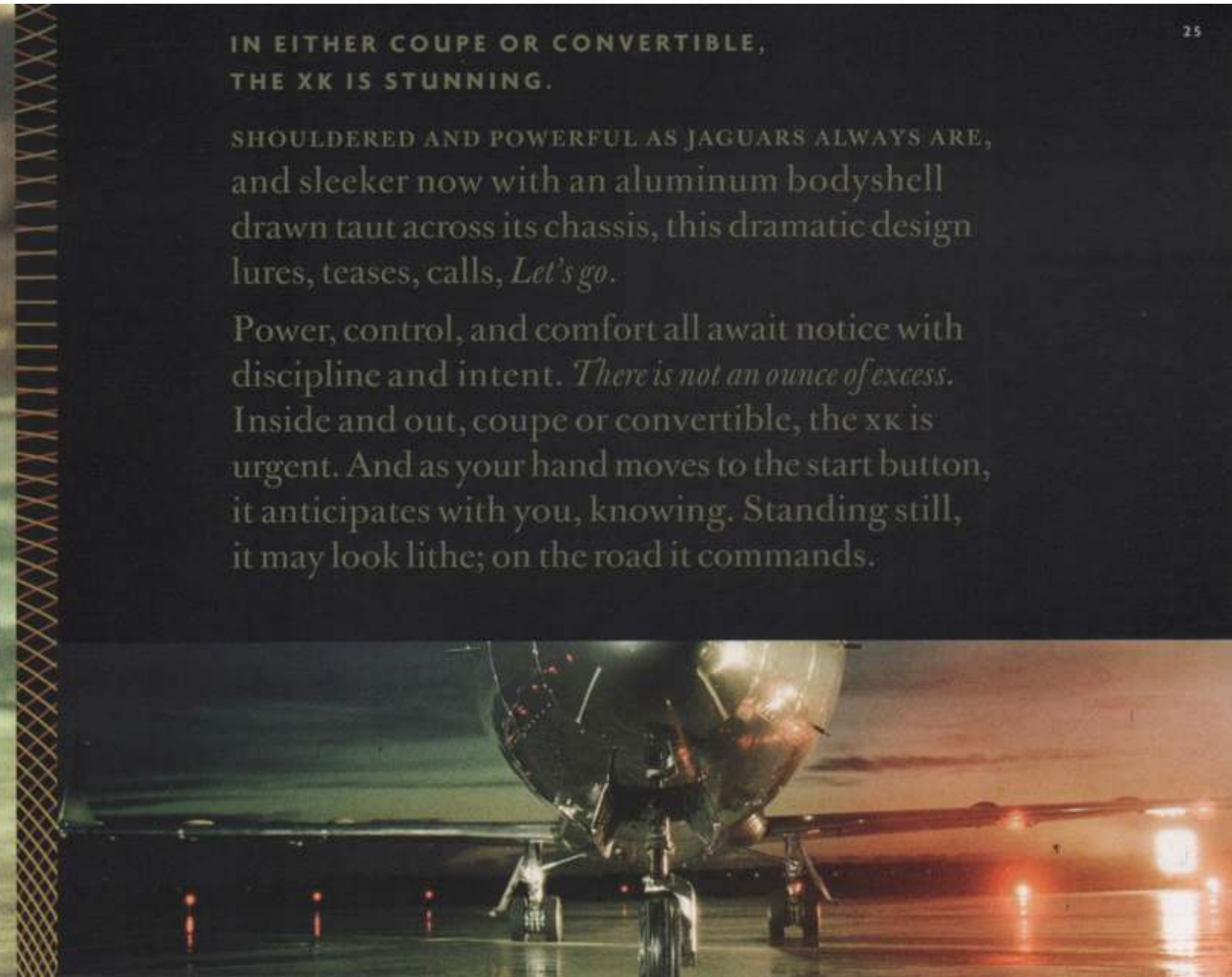




IN EITHER COUPE OR CONVERTIBLE,
THE XK IS STUNNING.

SHOULDERED AND POWERFUL AS JAGUARS ALWAYS ARE,
and sleeker now with an aluminum bodyshell
drawn taut across its chassis, this dramatic design
lures, teases, calls, *Let's go.*

Power, control, and comfort all await notice with
discipline and intent. *There is not an ounce of excess.*
Inside and out, coupe or convertible, the xk is
urgent. And as your hand moves to the start button,
it anticipates with you, knowing. Standing still,
it may look lithe; on the road it commands.

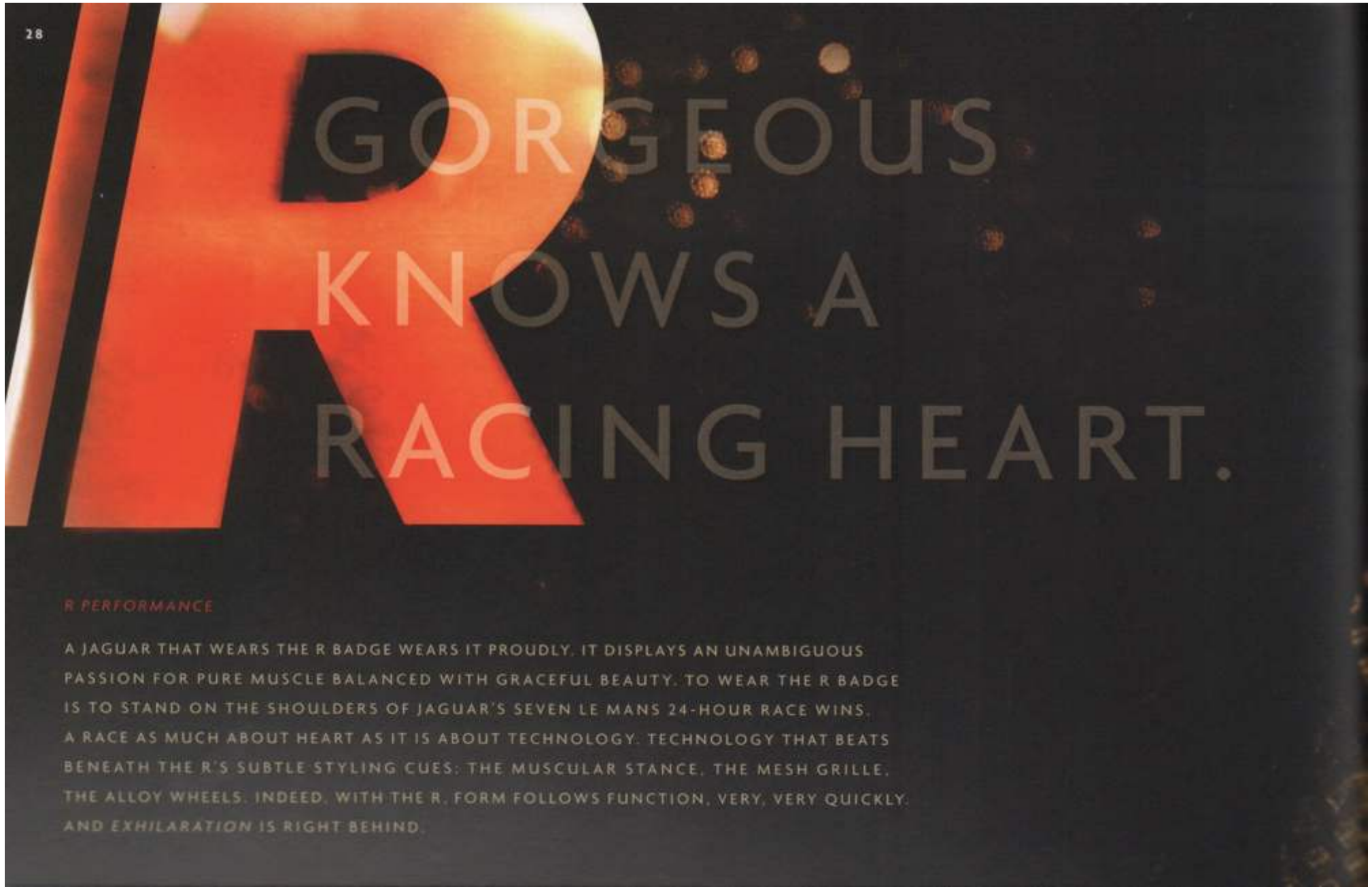






Flowing lines, echo of lineage, measured intent—all sculpted in lightweight aluminum—are an amalgam of power, refinement, relevant technology, dramatic styling and pure luxury. And inside, an elegant, truly personal environment—contemporary, spacious, flawlessly trimmed—welcomes a special depth of tactile involvement.

Everything is where it should be and *feels exactly as it should feel.*

A large, stylized orange 'R' is the central focus, set against a dark, textured background. Numerous small, glowing orange and yellow particles are scattered around the 'R', creating a sense of motion and energy. The overall aesthetic is sleek and modern.

GORGEOUS KNOWS A RACING HEART.

R PERFORMANCE

A JAGUAR THAT WEARS THE R BADGE WEARS IT PROUDLY. IT DISPLAYS AN UNAMBIGUOUS PASSION FOR PURE MUSCLE BALANCED WITH GRACEFUL BEAUTY. TO WEAR THE R BADGE IS TO STAND ON THE SHOULDERS OF JAGUAR'S SEVEN LE MANS 24-HOUR RACE WINS. A RACE AS MUCH ABOUT HEART AS IT IS ABOUT TECHNOLOGY. TECHNOLOGY THAT BEATS BENEATH THE R'S SUBTLE STYLING CUES: THE MUSCULAR STANCE, THE MESH GRILLE, THE ALLOY WHEELS. INDEED, WITH THE R, FORM FOLLOWS FUNCTION, VERY, VERY QUICKLY. AND EXHILARATION IS RIGHT BEHIND.





XKR: THE CROWN JEWEL IN JAGUAR'S EXTRAORDINARY LINE.



THE S-TYPE R IS...ASTONISHING.



EXPERIENCE THE UNDENIABLE POWER OF THE XJR.

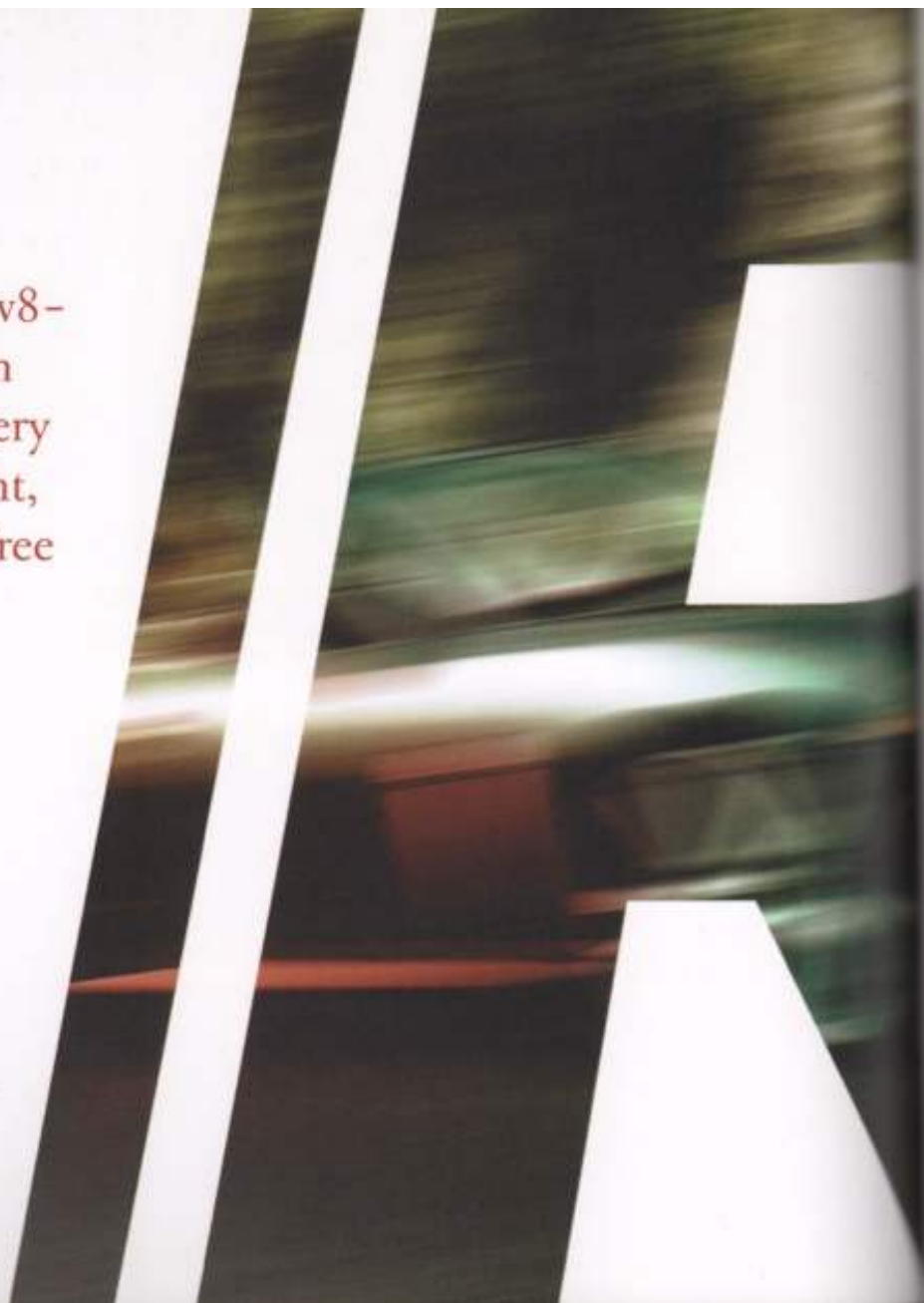
THE XKR

MUSCLED, YET ELEGANT. *AGGRESSIVE, YET REFINED.*

The new JAGUAR XKR is a study in menacing beauty.

It's powered by an astonishing 420-HP supercharged v8 – *explosively fast* off the line, yet precise and assured when driven at speed or required to stop. And to ensure every inch of the engine is given its due, it's cloaked in a light, lithe yet rigid, aluminum bodyshell – setting the XKR free to carve the air and *steal your breath.*

- 32-VALVE, EATON-SUPERCHARGED 4.2-LITER V8 ENGINE.
It effortlessly delivers 420 HORSEPOWER at 6250 RPM and peak torque of 413 LB.-FT. at 4000 RPM – flying from 0-60 MPH in a scant 4.9 seconds for the coupe, 5.0 seconds for the convertible
- TIGHT ALUMINUM BODYSHELL that reduces weight and increases stiffness
- 6-SPEED SEQUENTIAL-SHIFT ZF 6HP26 AUTOMATIC TRANSMISSION with three separate driving modes
- ENHANCED COMPUTER ACTIVE TECHNOLOGY SUSPENSION (eCATS) to balance traction, handling, and ride
- AVAILABLE 16-WAY SOFT-GRAIN LEATHER LUXURY SEATS



THE S-TYPE R

Purposeful styling cues—ENLARGED FRONT AIR INTAKES, DISCREET REAR SPOILER and STAINLESS STEEL EXHAUST TIPS—*promise excitement.*

- Interior appointments—FRONT HEATED R LEATHER SEATING SURFACES, CLASSICAL WOOD ACCENTS

- ALPINE® PREMIUM SOUND

- NAVIGATION SYSTEM WITH 7" COLOR TOUCHSCREEN

- BLUETOOTH® WIRELESS TECHNOLOGY AND AVAILABLE SATELLITE RADIO

But what truly forges this car's identity is its *thrilling performance and handling.*

- ITS 4.2-LITER, 400-HP ENGINE WITH INTERCOOLED SUPERCHARGER
- ZF 6-SPEED AUTOMATIC TRANSMISSION
- INDEPENDENT WISHBONE SUSPENSION WITH ENHANCED COMPUTER ACTIVE TECHNOLOGY SUSPENSION (eCATS) DAMPING
- 4-WHEEL ANTI-LOCK DISC BRAKES WITH DYNAMIC STABILITY CONTROL (DSC)
- 18" VULCAN ALLOY WHEELS WITH MASSIVE Z-RATED PERFORMANCE TIRES. And a top speed electronically limited to 155 MPH

THE XJR

Of the five available xj models, the xjr is *decidedly the most thrilling.* Its supercharged 400-HP ALUMINUM V8 is one reason.

And another is the way the car gives you total control with a host of astute helpers to calmly support your effort.

- A ZF 6-SPEED AUTOMATIC TRANSMISSION WITH BOSCH® MECHATRONIC CONTROL smooths gear changes

- VARIABLE-RATIO, SPEED-SENSITIVE POWER STEERING makes for easy parking, yet imparts a firm feel and improves on-center stability at speed

- AN INDEPENDENT, DOUBLE-WISHBONE SUSPENSION WITH ENHANCED COMPUTER ACTIVE TECHNOLOGY SUSPENSION (eCATS) analyzes road conditions to curtail pitch and roll

- TEVES 4-CHANNEL ANTI-LOCK BRAKES stop the car with confidence

- DYNAMIC STABILITY CONTROL (DSC) automatically applies brakes to individual wheels and reduces engine power to help prevent oversteer or understeer. Add to this radar ADAPTIVE CRUISE CONTROL (ACC), which maintains a set following interval from the vehicle ahead. *Positive control indeed.*

JAGUARS HAVE ALWAYS BEEN
DESIGNED TO BE BEAUTIFUL.

Beautiful to drive and beautiful to behold. From the curvaceous S-TYPE to the dynamic stance of the XK, there is a sporting grace about the cars, like animals ready to pounce. Even still, *they are obviously very fast.*

BUT BENEATH THE STUNNING LOOKS OF THE 2007 JAGUARS, the cars bristle with practical, intuitive modern technology, clearly focused on enhancing the driving experience. Inside, all JAGUARS are designed with traditional craftsmanship and luxury materials, with real wood veneers and supple leathers. Layout is driver-centered, with excellent ergonomics and a sporting cockpit feel that are in complete concert with the exterior design. Although highly technologically advanced, JAGUAR designs feature intuitive and attractive interfaces, such that the innovations never overwhelm the driver.

The most exciting design innovation, unique to JAGUAR, is the *LIGHTWEIGHT VEHICLE TECHNOLOGY*. Introduced in the latest-generation XJ SEDAN as an all-aluminum architecture, it has been taken a step further in the XK SPORTS CAR, which features a complete aluminum monocoque body structure. *Developed from aircraft-industry methods*, where strength and light weight are critical, JAGUAR's manufacturing process produces a massively strong yet very light structure that is both riveted and epoxy-bonded. The XK also makes extended use of lightweight aluminum castings and extrusions, and pressed aluminum panels.

The result is a complete aluminum architecture that is lighter and stiffer than conventional steel, dramatically improving performance.

For the driver this means exceptional agility on the road and pin-sharp precision in cornering. And for those just looking, the way the shape wraps tightly around the mechanical underpinnings, the clean and athletic lines, the long, powerful hood, the always-sensual body—all are hallmarks of the power and elegance at the heart of every JAGUAR DESIGN, from 50 years ago to today.

As design director Ian Callum says:

"The fundamental values of JAGUAR DESIGN do not change—not even since Sir William Lyons created the first JAGUAR all those years ago. The entire design team worked with those values as we looked to create a car with clean lines, a purposeful stance, and exquisite proportions. We took influences from our heritage and evolved them to produce a car that is beautiful, visually fast, yet undeniably modern—just as Sir William's own designs were in their day."



LIGHTER. STRONGER. FASTER. MORE BEAUTIFUL.



FEELING COMFORTABLE
BEGINS WITH INNOVATIVE SAFETY.

When you recline in your sumptuous JAGUAR leather, it's reassuring to know that we incorporate an UNCOMPROMISING approach to occupant welfare. In fact, JAGUARS are engineered with the latest systems to place the safety of the driver and passengers above all other concerns.

- REAR FOG LIGHTS
- TIRE PRESSURE MONITORING*
- DYNAMIC STABILITY CONTROL*
- LAMINATED SIDE GLASS*
- LIGHTS-ON-WITH-WIPERS*
- ANTI-TRAP TRUNK RELEASE
- ANTI-PINCH WINDOWS AND SUNROOF
- ROLLOVER PROTECTION SYSTEM*
- WHIPLASH REDUCTION SYSTEM*
- ENERGY-ABSORBENT SEATING*
- ANTI-LOCK BRAKE SYSTEM (ABS) WITH ELECTRONIC BRAKEFORCE DISTRIBUTION (EBD)

- ADAPTIVE RESTRAINT TECHNOLOGY SYSTEM (A.R.T.S.) that measures occupant weight and position to deliver appropriate airbag response - updating every 50 milliseconds*
- CRUMPLE ZONES and IMPACT-RESISTANT occupant protection cell built into the car's architecture
- EMERGENCY BRAKE ASSIST (EBA), which measures brake pedal activation rate in emergencies and initiates full braking effect, reducing stopping distance
- FRONT SAFETY BELTS with pyrotechnic pretensioners and load limiters. 3-point safety belts at all seating positions
- A SYSTEM OF DUAL-STAGE FRONT, SIDE, AND CURTAIN* AIRBAGS
- DRIVER KNEE-BOLSTER AIRBAG*
- LOWER ANCHORS AND TETHERS FOR CHILDREN (LATCH) helps ensure proper installation of compatible child safety seats. Rear-door child safety locks

*Not available on all cars



The *thrill, pride and sense of accomplishment* that attend the initial purchase of a JAGUAR continue and even deepen during the ownership period that follows. This is not happenstance; it's the result of very intentional support of JAGUAR drivers. *As one of these special people, here is what you can expect:*

TOTAL CARE

Seamless support for your new JAGUAR, so you can relax and drive. A combination of vehicle warranty, paint and corrosion protection, complimentary maintenance and JAGUAR ASSISTANCE.

WARRANTY

JAGUAR CARS offers a comprehensive, 4-year/50,000-mile (80,000-kilometer) New Vehicle Limited Warranty¹ as well as a 6-year/unlimited mileage Corrosion Protection Limited Warranty.

SERVICE & ASSURANCE

Complimentary maintenance further enhances your JAGUAR driving experience. Simply bring your JAGUAR to an authorized JAGUAR dealer, and required maintenance will be performed at no charge throughout your first year of ownership or 12,000 miles (16,000 kilometers), whichever comes first.

JAGUAR ASSISTANCE

Handled by JAGUAR-trained specialists, this incident management program provides towing service, jump-starts, lockout assistance, gasoline delivery, tire changes and trip routing help, 24/7. Just call 1.800.4.JAGUAR.²

JAGUAR FINANCIAL

Available both for individuals and businesses, JAGUAR offers leasing, financing and insurance packages that can be tailored to all needs, and will raise customer confidence and satisfaction to levels very nearly as pleasing as the feel of your new vehicle. Ask your dealer for details, or check JAGUARCREDIT.COM.

JAGUAR AUTO CLUBS

JAGUAR CLUBS across Canada, the U.S. and Mexico serve as nerve centers for enthusiasts. With 64 affiliated chapters and over 6,000 members, these clubs sponsor wonderful driving tours and social events of all kinds. And if you feel competitive, rally and slalom events are also organized. To find the club nearest you, visit JCNA.COM or call 1.888.CLUBJAG.

LOCAL DEALERS

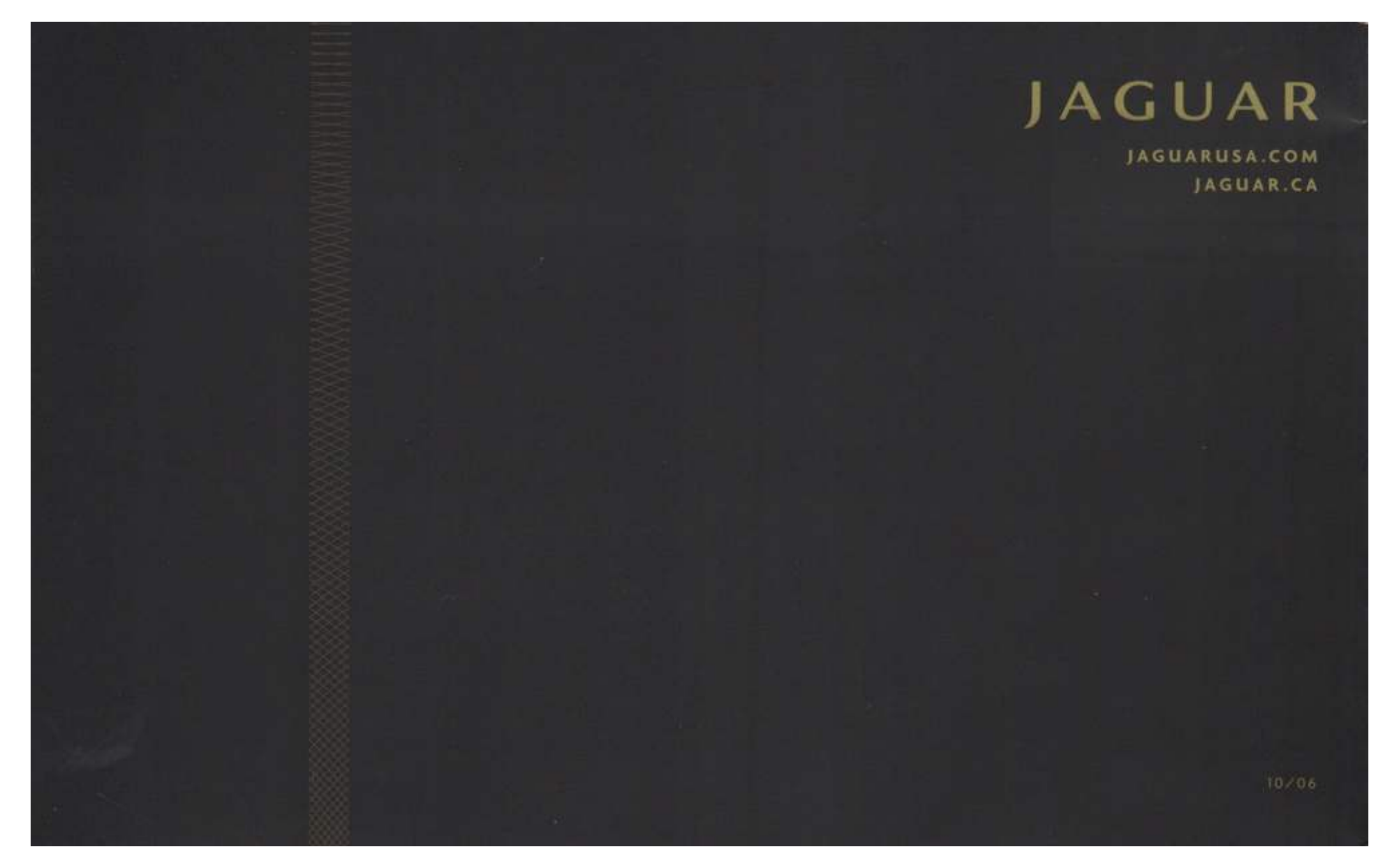
Your local dealer is JAGUAR's partner both in bringing you thrilling vehicles and in making your buying and ownership experience pleasant. Introduce yourself. Find out what your dealership can do for you.

JAGUARUSA.COM/JAGUAR.CA

Visit JAGUAR's official web site to access a dealer locator, car configurator, price lists, model comparisons and enthusiast links to Jaguar Clubs of North America and Jaguar Conservation Trust.

¹ New-Vehicle Limited Warranty—see your JAGUAR retailer for details.

² All elements of Jaguar Assistance are available only while your JAGUAR WARRANTY is in effect.



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